GOVERNMENT OF INDIA
TOURISM
LOK SABHA

UNSTARRED QUESTION NO:1197
ANSWERED ON:02.05.2016
Major Programmes to Promote Tourism
Singh Shri Dushyant

Will the Minister of TOURISM be pleased to state:

(a) the details of the various overseas campaigns/major programmes done by the Government in other countries to promote Tourism in India;
(b) the details of the Budget Estimates (BE), Revised Estimate (RE) and Actual Expenditures (AE) on overseas campaigns during the last three years;
(c) whether there have been significant differences in the BE and RE/AE during these years; and
(d) if so, the details thereof and the reasons therefor?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)
(DR. MAHESH SHARMA)

(a): The Ministry of Tourism, as part of its on-going activities, regularly releases print, electronic, online and outdoor media campaigns in the international markets, under the "Incredible India" brand-line, to promote various tourism destinations and products of India with the objective of increasing foreign tourist arrivals to the country. The Ministry of Tourism also promotes various tourism destinations and products through its website and publicity and promotional material produced from time to time.

In addition, a series of promotional activities are undertaken in important and potential tourist generating markets overseas through the India Tourism Offices abroad with the objective of showcasing India's tourism potential and promoting tourism to the country. These promotional activities include participation in travel fairs and exhibitions; organising Road Shows, "Know India" seminars & workshops; organizing and supporting Indian food festivals; publication of brochures, offering joint advertising and brochure support, and inviting media personalities, tour operators and opinion makers to visit the country under the Hospitality Programme of the Ministry.

Financial support is also extended under the Marketing Development Assistance Scheme to approved service providers and State Governments/Union Territories for promotional activities undertaken by them in the overseas markets including Sales-cum- study tours, participation in Fairs/Exhibitions and Road Shows and production of publicity material, Sales Tours etc.

(b) to (d): The differences in BE and RE were due to an overall cut in the budget of the Ministry of Tourism. Further, the media campaigns for the year 2012-13 were carried forward and actually implemented in the calendar year 2013. Full-fledged centralized media campaigns could not get released in the next two years due to various reasons including demand for advance payment, lack of response to tender and non-finalization of media plans leading to savings from the funds allocated for undertaking these activities.

The details of the Budget Estimates (BE), Revised Estimates (RE) and Actual Expenditure under the Overseas Promotional Marketing Development (OPMD) Scheme of the Ministry of Tourism are as under:
<pre>
Year Budget Estimate (BE) in crore Revised Estimate
(RE) in crore Actual
Expenditure
(AE) in crore
2013-14 350. 00 216.00 195.29
2014-15 330.00 164.00 166.36
2015-16 330.00 190.05 164.69 *
* Provisional
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